



FINBRAND

Benefits as a Service.

PROBLEM

43%

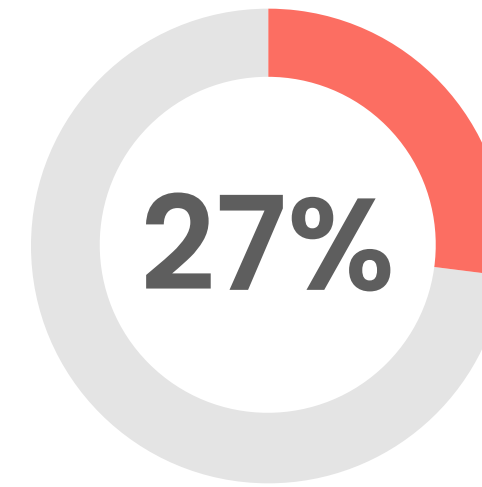


... are already facing the consequences from a **shortage of skilled professionals**

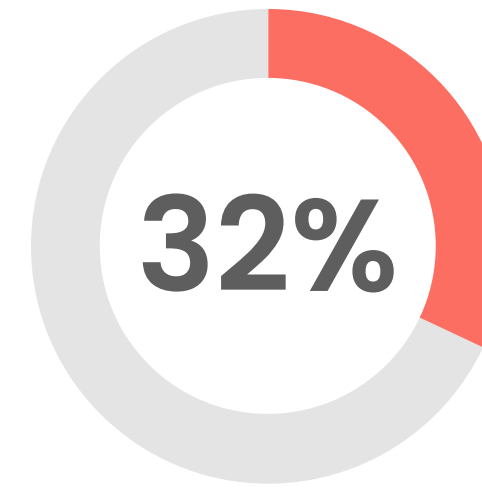
19%



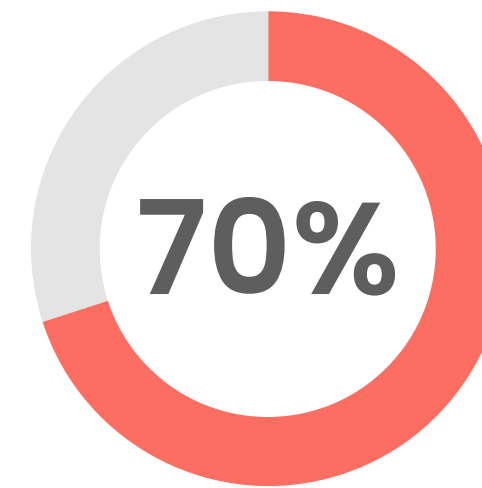
... use **effective digital tools** to drive engagement



... regard themselves as „highly effective“ in terms of their **benefit strategy**.



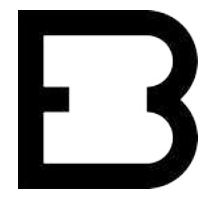
... have effectively tailored their benefit portfolio to meet their **workforce needs**



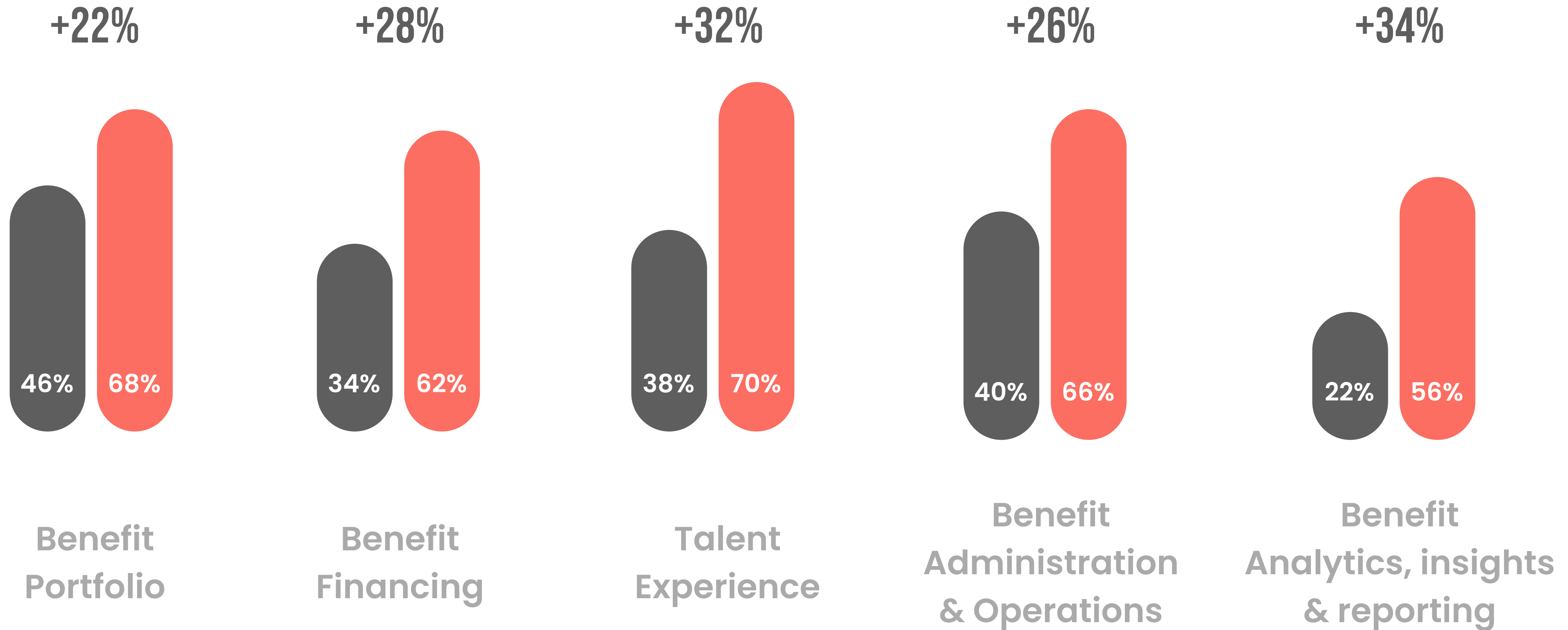
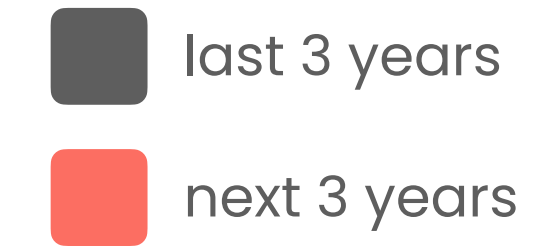
... of businesses planning to focus on the **effective delivery of benefits** to employees.



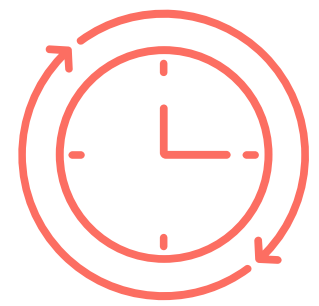
Growing legal requirements are constantly increasing **liability risks** for employers



THE BENEFIT FOCUS FOR ORGANISATIONS



360° PLATFORM



to save **time & money**



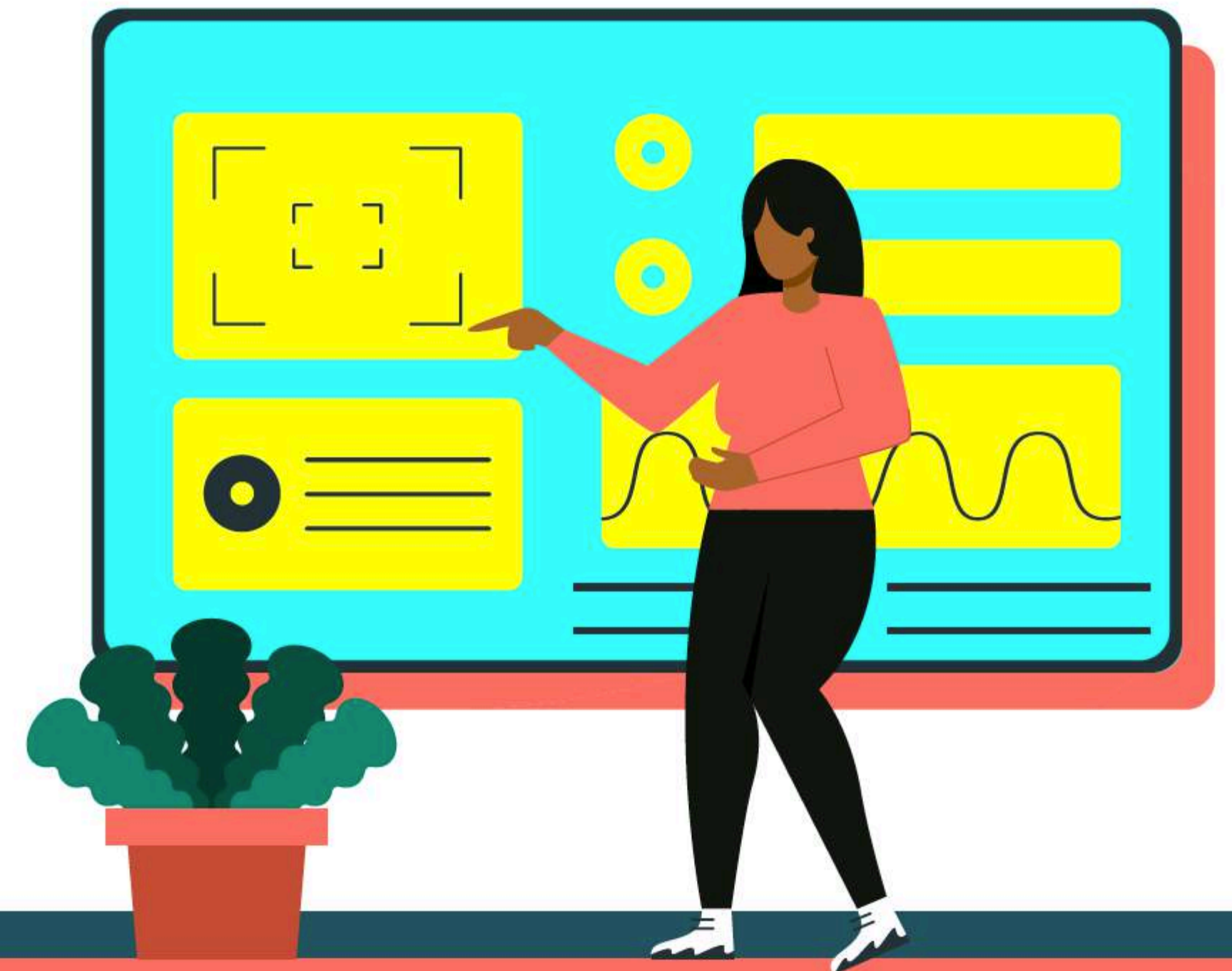
to increase **engagement**

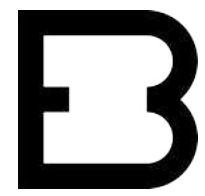


to get relevant **insights & reports**

SOLUTION

Create an effective benefit strategy





Get personalised
benefit
recommendations

The dashboard features a navigation bar with 'Dashboard', 'Benefits', 'Staff', 'Reports', 'Calendar', 'Tasks', and 'Survey'. The main content area is divided into several sections: five benefit categories (Personal Development, Appreciation, Health & Wellbeing, Vorsorge & Absicherung, Mobility) each with a partner count and progress bar; a 'TASKS' section with 'Mitarbeiter anlegen' and 'Cluster bilden' buttons; a 'CALENDAR' section with 'Keine Termine'; a 'REPORTS' section with 'Keine neuen Reports' and 'Alle Reports'; a 'BENEFITS' section with '3 New Benefit Partner'; a 'STAFF' section with 'Mitarbeiter anlegen'; and a 'SURVEY' section with 'Neue Survey erstellen'. A red callout box labeled 'READY TO START' points to the 'Mitarbeiter anlegen' button in the Tasks section.

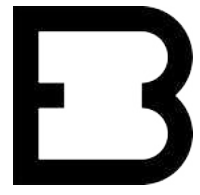
PRODUCT

Optimise your
workflow

The 'APPRECIATION' page has a search bar and filters for 'Schlagwort', 'Budget', 'Anlass', 'Rating', 'Art', and 'Themen'. It displays 'Top Ergebnisse für Ihr Unternehmen' with three items: 'Vioneers' (ab 9,90 EUR/Paket), '19grams' (ab 5,40 EUR/Paket), and 'Camper Bodensee' (ab 129 EUR/Nacht). Each item includes a 'Details' button and a 'Favorit' button.

Get relevant
insights &
recommendations
for action

The 'STAFF' page shows '0 MITARBEITER' and includes buttons for 'Mitarbeiter anlegen' and 'Cluster bilden'. Below is a table with columns: Name, Vorname, Position, Business Unit, Cluster, Geburtstag, Eintritt, and Mail. The table is currently empty, with a message 'Mitarbeiter anlegen csv. Upload' in the center.



Provide your employee with an own account

The dashboard shows five main benefit categories with their respective budgets and redemption rates:

Category	Budget	Redemption Rate
Personal Development	850 EUR	15 % eingelöst
Appreciation	30 EUR	0 % eingelöst
Health & Wellbeing	300 EUR	0 % eingelöst
Vorsorge & Absicherung	600 EUR	0 % eingelöst
Mobility	200 EUR	0 % eingelöst

Below the categories, there are sections for Tasks (e.g., 'Get your Birthday Present'), ESOP (+6,5%), Reports (Keine neuen Reports), Benefits (3 New Benefit Partner), Calendar (Wellbeing Week 2021), and Survey (1 offene Survey).

Let your talents decide what they need

The dashboard navigation bar includes: Dashboard, Benefits, Budgets, Reports, Survey, Tasks, and Contact.

Enhance talent experience & interaction

WELCOME PHILIPP!

Let's create an unique workplace for you.

- Profil vervollständigen Edit
- Übersicht Benefits Ready
- Benefits verwalten Ready
- Übersicht Budgets Ready

The 'Benefits' section shows the current budget and filters for selection.

APPRECIATION

Good to know

AKTUELLES BUDGET: 30 EUR

Filters: Schlagwort, Budget, Anlass, Rating, Art, Themen

Get your Birthday Present

- Vioneers** - Individuelle Weinpakete für jeden Anlass - ab 29,90 EUR/Paket
- 19grams** - Specialty Coffee für's Büro - ab 15,40 EUR/Paket

TARGET GROUP

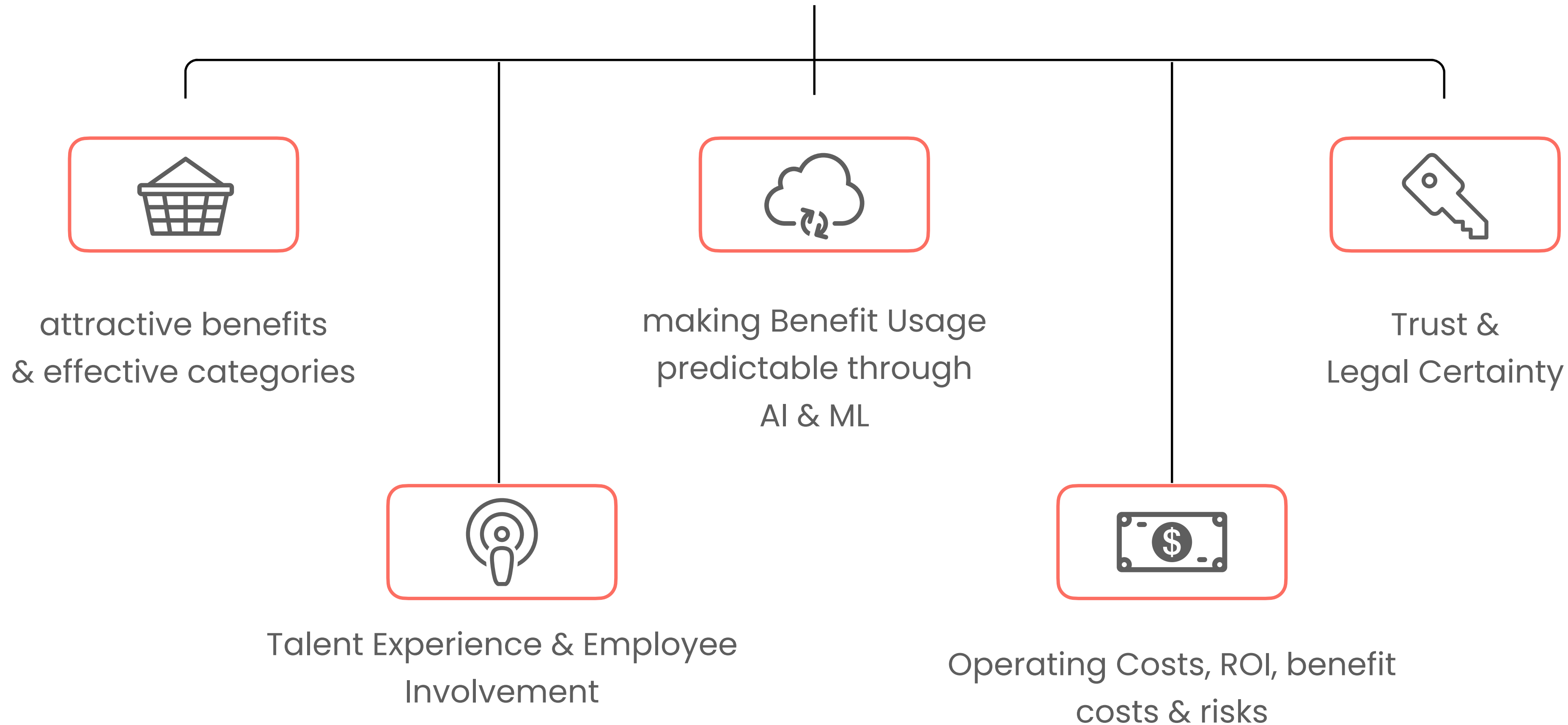


- People Business & services
- Early Adopter
- socio-demographically attractive
(above-average young & well-paid workforce)
- digitally accessible

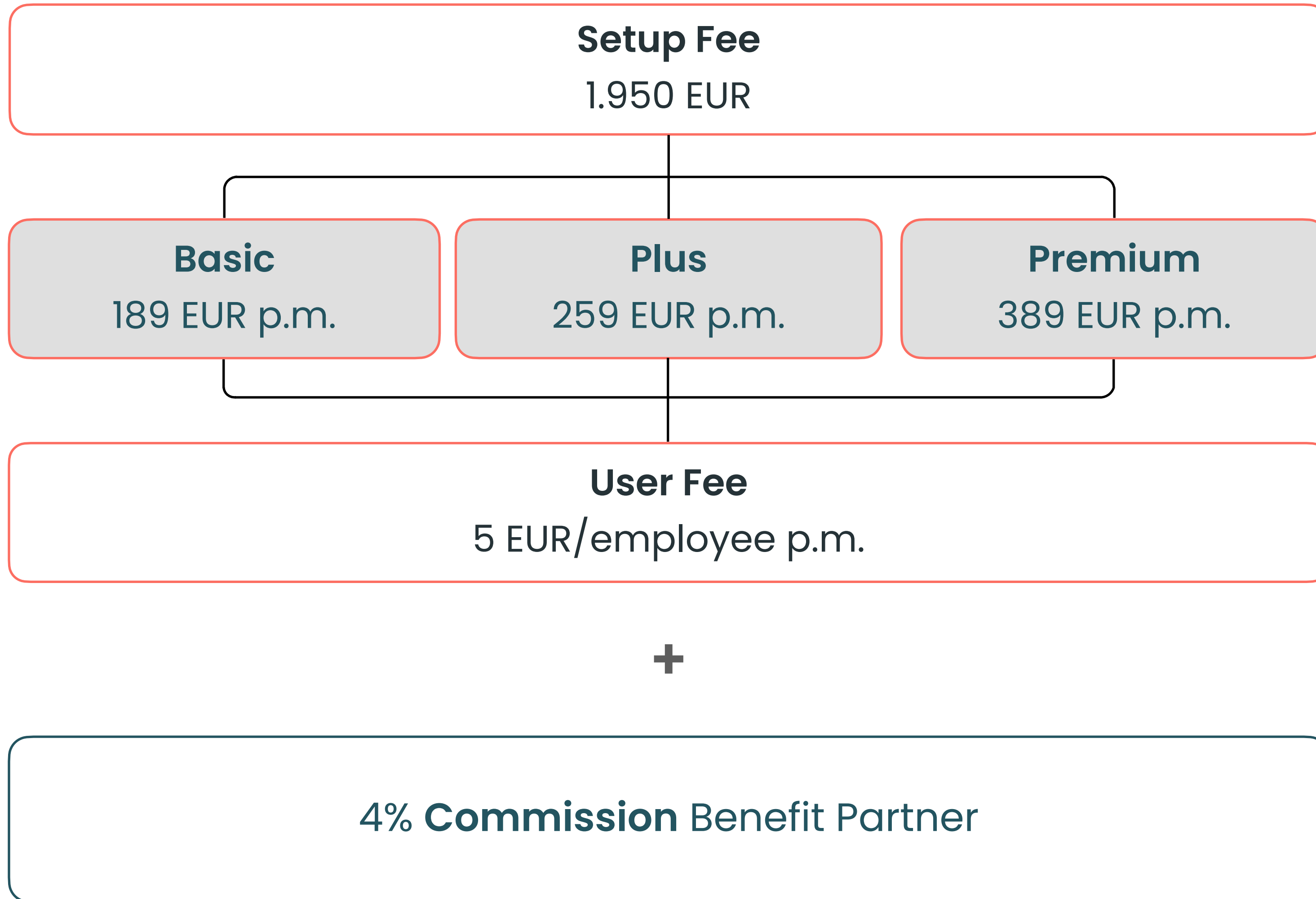


OBJECTIVE

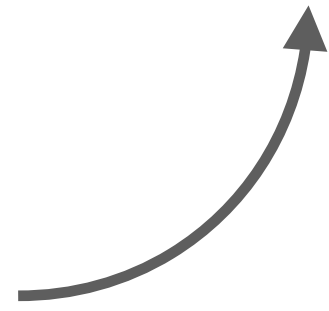
Workflow Optimisation & Outsourcing of Benefit Services



WHAT IT NEEDS



BUSINESS MODEL



12,7%

average revenue growth for specialised HR software providers (2019, GER)



556,4 MIO EUR

sales volume 2019 (GER)
(Specialised HR Tech Solutions)



14%

average % of payroll spent on benefits (upward trend)

MARKET VALIDATION

TOTAL:

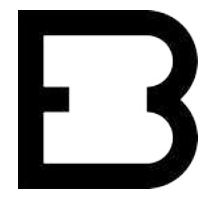
2,6 Mio. Enterprises

31,6 Mio. Employees






TARGET:

464 Tsd. Enterprises

19,8 Mio. Employees



COMPETITION

PRODUCT FEATURES					
Needs analysis	✓	✗	✗	✗	✗
Software solution	✓	✓	✓	✓	✓
Legal framework	✓	✓	✓	✗	✗
Personal Development benefits	✓	✗	✗	✓	✗
Usage of AI & ML	✓	✗	✗	✗	✗
recommendations for action	✓	✗	✗	✗	✗



Anika Brunner
Founder & CEO

5+ yrs experience in HR and Consulting

Expert in Corporate Pension-/Benefit-Schemes and Recruitment

Strong experience in building HR strategies & processes, staff retention and People Analytics



René Chomse
Data Scientist

Expert in Data Science & Analytics

M.Sc. Economics Graduate, University of Hohenheim

High Knowledge of database structures & use of data



Almut Rist
Marketing

Specialist for Communication Design and Social Media

Graduate at the Stuttgart State Academy of Art and Design

Profound understanding of design and communication strategies

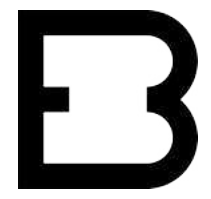


VB Business Group

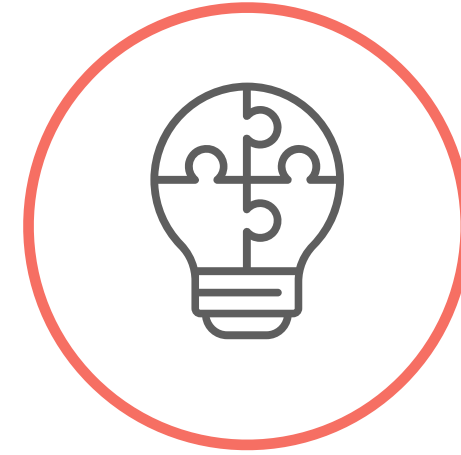


ROCK INVEST

Rock Invest GmbH



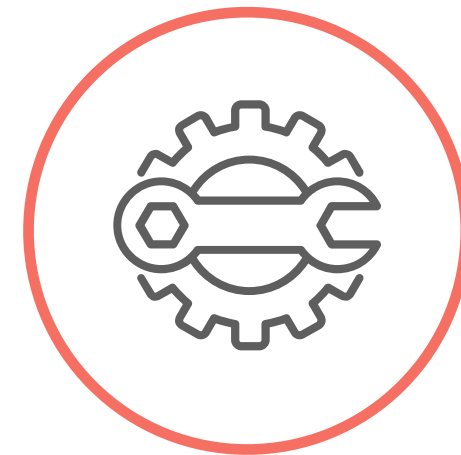
WHAT WE ARE LOOKING FOR



CTO & IT Specialists



Seed Funding up to 500k



Businesses who need an effective
benefit strategy



Cooperations &
Benefit Partner

SOUNDS GOOD?

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